

# ANALISIS TINGKAT KEPUASAN PESERTA KURSUS KOMPUTER ATAS PELAYANAN LEMBAGA PENDIDIKAN SMILE GROUP PUSAT SARDJITO YOGYAKARTA

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## **Abstract**

*Nowadays, business competition in the service industry has been raising. Especially in education service industry. For that, the quality service development is needed to raise the customer satisfaction. Based on the phenomenon that mentioned above, the subject of this research can be seen in customer complains that still founded in suggestion box Lembaga Pendidikan SMILE GROUP Pusat Sardjito Yogyakarta.*

*The objective of this research is to measure the customer satisfaction through quality service regarding the difference between expected service and received service. It is a descriptive research, used primary data source. Questioner data instrument was distributed to 100 respondent ang guiding guestion instrument was given to direction of Lemnbaga Pendidikan SMILE GROUP to get accurate data. It uses systematic random sampling technique. The data analysis is descriptive qualitative, with Importance Performance Analysis formula by John A Martila and John C James to comprehend the customer satisfaction.*

*The result shows that the customers are satisfied enough with the performance of service quality that been given by Lembaga Pendidikan SMILE GROUP Pusat Sardjito Yogyakarta. Therefore, the writer suggests the management to take some actions priority to enchanced the service quality, there are initiative employees not to delay the work,needs enegetic employees to help customer, and also apply the discipline work. In future, if the financial company enable, that providing facilities of computer, and installation air conditioner in class.*

**Keywords:** *customer, service, satisfaction.*